



## E-Marketing (5th Edition)

By Judy Strauss, Raymond Frost

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### **E-Marketing (5th Edition)** By Judy Strauss, Raymond Frost

The 5<sup>th</sup> edition of *E-Marketing* treats the subject as traditional marketing with a twist: the Internet and other technologies have had a profound effect on the way we do business. This transformation has resulted in new business techniques that add customer value, build customer relationships, and increase company profitability. Stressing product, pricing, distribution, and promotion, the authors use a strategic perspective and give many important practices not covered in previous editions: namely, blogs, social networking, online branding, and search marketing. Point-of-purchase scanning devices, databases, and other offline technologies are discussed. For anyone interested in learning more about electronic marketing, this is an excellent handbook; its comprehensive glossary makes this a must-have reference.

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## **Editorial Review**

### About the Author

◁>Judy Strauss and Raymond Frost have collaborated on Web development, academic papers, practitioner seminars, and three books in 11 editions since 1995. They also developed a new course in 1996, "Marketing in Cyberspace." This book grew out of that course and has significantly evolved along with changes in e-marketing.

**Judy Strauss** is Associate Professor of Marketing at the University of Nevada, Reno. She is an award winning author of 12 books and numerous academic papers in Internet marketing, advertising, and marketing education. Strauss is co-author of the trade book *Radically Transparent: Monitoring and Managing Reputations Online*, and textbooks *Building Effective Web Sites* and the *E-Marketing Guide*. She has had many years of professional experience in marketing, serving as entrepreneur as well as marketing director of two firms. She currently teaches undergraduate and M.B.A. courses in marketing communications, Internet marketing, and marketing management and has won two college-wide teaching awards. Strauss earned a doctorate in marketing at Southern Illinois University, and a finance M.B.A. and marketing B.B.A. at University of North Texas. Contact: [jstrauss@unr.edu](mailto:jstrauss@unr.edu).

**Raymond D. Frost** is a Professor of Management Information Systems at Ohio University. He has published scholarly papers in the information systems and marketing fields and is an associate editor of *The Journal of Database Management*. Frost is co-author of *Building Effective Web Sites* and the *E-Marketing Guide*. Dr. Frost teaches database, electronic commerce, and information design courses. He has received Ohio University's Presidential, University Professor, College of Business, and Senior Class teaching awards. Dr. Frost is working on publications in data modeling and database pedagogy. He is co-author of a forthcoming book, *A Visual Introduction to Database: An E-Business Perspective*. Dr. Frost earned a doctorate in business administration and an M.S. in computer science at the University of Miami (Florida), and received his B.A. in philosophy at Swarthmore College.

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